I'm not a bot



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Interviews With Successful People My name is Avil Beckford, and I'm the host of the One Hi there. My name is Avil Beckford, and this is the latest Companies like Wal-Mart, Microsoft, Starbucks, the Gap, Dell and so many others that used to be special have all gone through a split. If they cannot recapture their WHY and reinspire those inside and
outside their organization, every one of them will end up looking more like AOL than the companies they were. Simple and elegant, it shows us how leaders should lead. William Ury, coauthor of Getting to YesStart with Why fanned the flames inside me. This
book can lead you to levels of excellence you never considered attainable. General Chuck Horner, Air Boss, Desert StormEach story will force you to see things from an entirely different perspective. A perspective that is nothing short of the truth. Mokhtar Lamani, former Ambassador, Special Envoy to Iraq SIMON SINEK, the bestselling author of
LEADERS EAT LAST and TOGETHER IS BETTER, is an optimist who believes in a brighter future for humanity. He teaches leaders and organizations how to inspire people and has presented his ideas around the world, from START WITH
WHY is the third most popular TED video of all time. Learn more about his work and how you can inspire those around you at StartWithWhy.com. 1ASSUME YOU KNOWOn a cold January day, a forty-three-year-old man wassworn in as the chief executive of his country. By his sidestood his predecessor, a famous general who, fifteen yearsearlier, had
commanded his nations armed forces in a warthat resulted in the defeat of Germany. The young leaderwas raised in the morning. You know who Im describing, right? Its January 30, 1933, and Im describing Adolf Hitler
and not, as most people would assume, John F. Kennedy. The point is, we make assumptions. We make assumptions about the world around us based on sometimes incomplete or false information. In this case, the information I offered was incomplete or false information. In this case, the information I offered was incomplete or false information. In this case, the information I offered was incomplete.
the date. This is important because our behavior is affected by our assumptionsor our perceived truths. We make decisions based onwhat we think we know. It wasnt too long ago that the majority ofpeople believed truths. People feared that if they
traveled too far they might fall off the edge of the earth. So for the most part they stayed put. It wasnt untilthat minor detail was revealed the world is roundthat behaviorschanged on a massive scale. Upon this discovery, societies began to traverse the planet. Trade routes were established; spices were traded. New ideas, like mathematics, were shared
between societies which unleashed all kinds of innovations and advancements. The correction of a simple false assumption moved the human raceforward. Now consider how organizations are formed and how decisions are made. Do we really know why some organizations are formed and how decisions are formed and h
successhitting a target stock price, making a certain amount of money, meeting a revenue or profit goal, getting a big promotion, starting your own company, feeding the poor, winning publicofficehow we go about achieving our goals is very similar. Someof us just wing it, but most of us try to at least gather some data sowe can make educated
decisions. Sometimes this gathering processis formallike conducting polls or market research. And sometimes its informal, like asking our friends and colleagues foradvice or looking back on our own personal experience to providesome perspective. Regardless of the process or the goals, we all want to make educated decisions. More importantly, we
all want to makethe right decisions. As we all know, however, not all decisions work out to be theright ones, regardless of the amount of data we collect. Sometimes it canbe catastrophic. Whatever the result, we make decisions based on aperception of the world that may not, in fact, be
completely accurate. Just as so many were certain that I was describing John F. Kennedy at the beginning of this section. You were certain that I was describing John F. Kennedy at the beginning of this section. You were certain that I was describing John F. Kennedy at the beginning of this section. You were certain that I was describing John F. Kennedy at the beginning of this section. You were certain that I was describing John F. Kennedy at the beginning of this section. You were certain that I was describing John F. Kennedy at the beginning of this section. You were certain that I was describing John F. Kennedy at the beginning of this section. You were certain that I was described by the section is the beginning of this section. You were certain that I was described by the section is the beginning of this section. You were certain that I was described by the section is the beginning of this section. You were certain that I was described by the section is the beginning of this section. You were certain that I was described by the section is the beginning of this section. You were certain that I was described by the section is the beginning of this section. You were certain that I was described by the section is the beginning of the section is the section of the section is the section of the section is the section of 
Sometimes when things go right, we think we know why, but do we really? That the result went the way you wanted does not mean you can repeat it over and over. I have a friend who invests some of his brains andability to pick the right stocks, at least according to him. But whenhe loses money, he
always blames the market. I have no issue witheither line of logic, but either his success and failure hinge upon hisown prescience and blindness or they have been hinge upon his with hinge upon his with hinge upon his will have been hinge upon 
information and data are key. And thats exactly whatwe do. We read books, attend conferences, listen to podcasts andask friends and colleaguesall with the purpose of finding outmore so we can figure out what to do or how to act. The problemis, weve all been in situations in which we have all the data and getlots of good advice but things still dont
go quite right. Or maybethe impact lasted for only a short time, or something happenedthat we could not foresee. A quick note to all of you who correctly guessed Adolf Hitler at the beginning of the section: the details Igave are the same for both Hitler and John F. Kennedy, it could have been either. You have to be careful what you think you know.
Assumptions, you see, even when based on sound research, can leadus astray. Intuitively we understand that even withmountains of data and good advice, if things dont go as expected, its probably because we missed one, sometimes small but vital detail. In these cases, we go back to all our sources, maybe seek outsome new ones,
and try to figure out what to do, and the whole process begins again. More data, however, doesnt always help, especiallyif a flawed assumption set the whole process in motion inthe first place. There are times in which we had
no data or we chose to ignorethe advice or information at hand and just went with our gut andthings worked out just fine, sometimes even better than expected. This dance between gut and dice all the options in every direction,
but at the end of all the good advice and all the good advice and all the compelling evidence, wereleft where we started: how to explain or decide a course of action that yields a desired effect that is repeatable. How can we have 20/20 foresight? There is a wonderful story of a group of American car executives who went to Japan to see a Japanese assembly line. At theend of the
line, the doors were put on the hinges, the same as inAmerica. But something was missing. In the United States, a lineworker would take a rubber mallet and tap the edges of the door toensure that it fit perfectly. In Japan, that job didnt seem to exist. Confused, the American auto executives asked at what point they made sure the door fit perfectly.
Their Japanese guide looked atthem and smiled sheepishly. We make sure it fits when we designit. In the Japanese auto plant, they didnt examine the problemand accumulate data to figure out the best solution they understood it was because of
adecision they made at the start of the process. At the end of the day, the doors on the American-made cars appeared to fit when each rolled off the assemblyline. Except the Japanese didnt need to employ someone tohammer doors, nor did they need to buy any mallets. More importantly, the Japanese doors are likely to last longer
and maybe evenbe more structurally sound in an accident. All this for no other mallets is a metaphor for how so many people and organizations lead. When faced with a result that doesn't go according to plan, a series of perfectly effective short-
term tactics are used until the desired out-come is achieve them. The ones that achieve more, the ones that achieve more out of fewer people and fewer resources, the ones with anoutsized amount of infl uence, however,
build products and companies and even recruit people that all fit based on the original intention. Even though the outcome may look the same, great leaders understand the value in the things we cannot see. Every instruction we give, every course of action we set, every result we desire, starts with the same thing: a decision. There are those who decide
to manipulate the door to fit to achieve the desiredresult and there are those who start from somewhere verydifferent. Though both courses of action may yield similar shorttermresults, it is what we cant see that makes long-term successmore predictable for only one. The one that understood why thedoors need to fit by design and not by default.
November 30, 2023November 30, 2023PinPeople dont buy what you do; they buy why you do it. And what you do simply proves what you believe. PinWhen we trust people to get the job done, we get leaders. PinLeaders are the ones who have the courage to go first, to put themselves at personal
risk to open a path for others to follow. Pin Working hard for something we dont care about is called passion. Pin The goal is not to be perfect by the end, the goal is not to be better today. Pin There are only two ways to influence human behavior: you can manipulate it or you can inspire it. Pin A star wants
to see herself rise to the top. A leader wants to see those around her become stars. PinIf you want to feel happy, do something for someone else. PinIf you want to feel happy, do something for someone else. PinIf you want to feel happy, do something for someone else. PinIf you want to feel happy, do something for someone else. PinIf you want to feel happy, do something for someone else. PinIf you want to feel happy, do something for someone else. PinIf you want to feel happy, do something for someone else. PinIf you want to feel happy, do something for someone else. PinIf you want to feel happy, do something for someone else. PinIf you want to feel happy, do something for someone else. PinIf you want to feel happy, do something for someone else. PinIf you want to feel happy, do something for someone else. PinIf you want to feel happy, do something for someone else. PinIf you want to feel happy, do something for someone else. PinIf you want to feel happy, do something for someone else. PinIf you want to feel happy, do something for yourself. If you want to feel happy, do something for yourself. If you want to feel happy, do something for yourself. If you want to feel happy, do something for yourself. If you want to feel happy, do something for yourself. If you want to feel happy, do something for yourself. If you want to feel happy, do something for yourself. If you want to feel happy, do something for yourself. If you want to feel happy, do something for yourself. If you want to feel happy, do something for yourself. If you want to feel happy, do something for yourself. If you want to feel happy, do something for yourself. If you want to feel happy, do something for yourself. If you want to feel happy, do something for yourself. If you want to feel happy, do something for yourself. If you want to feel happy, do something for yourself. If you want to feel happy, do something for yourself. If you want to feel happy, do something for yourself. If you want to feel happy, do something for yourself. If you want to fe
famous with being a leader. Wealth and fame are byproducts not qualifications to lead. PinYou can easily judge the character of a man by how he treats those who can do nothing for him. PinLeadership is not a rank or a position, it is a choice a choice to look after the person to the left of us & the person to the right of us. PinIf your actions inspire others
to dream more, learn more, learn more, do more and become more, you are a leader. PinAlways plan for the fact that no plan ever goes according to plan. PinDream big, start small. But most of all, start. PinA leaders job is not to do the work for others, its to
help others figure out how to do it themselves, to get things done, and to succeed beyond what they thought possible. Pin Hire people inspired to achieve something big over people who demand something big before they feel inspired to achieve something big over people who demand something big before they feel inspired to achieve something big over people who demand something big over people who demand something big over people inspired. Pin Hire people inspired to achieve something big over people who demand something big ov
mindset in an infinite game, it leads to all kinds of problems, the most common of which include the decline of trust, cooperation and innovation. PinGreat companies dont hire skilled people and motivate them, they hire already motivated people and inspire them. PinA culture is
weak when people work against each other, for themselves. PinIf you hire people just because they can do a job, theyll work for you with blood and sweat and tears. PinLeaders dont look for recognition from others, leaders look for others to recognize. PinAt well led
companies, people talk about the strength of the values. At poorly led companies, people complain about the pay & benefits. PinAchievement happens when we are in clear pursuit of why we want it. PinUnder poor leaders we feel like we work for the company. With good leaders we feel like we
work for each other. PinThe leaders who get the most out of their people are the leaders who care most about their people. PinStress and anxiety at work have less to do with the work we do and more to do with the work we do and the ability to
communicate it.PinWe achieve more when we chase the dream instead of the competition.PinVision is the ability to talk about the future with such clarity it is as if we are talking about the past.PinA boss wants to pay for results, an employee wants recognized effort. If a boss recognized effort, they will get even better results. PinReturning from
work feeling inspired, safe, fulfilled and grateful is a natural human right to which we are all entitled and not a modern luxury that only a few lucky ones are able to find. PinCustomers will never love a company until the employees love it first. PinBe the leader you wish you had. PinThere is a difference between listening and waiting for your turn to
speak. Pin Passion alone cant cut it. For passion to survive it needs structure. A WHY without HOW has little probability of success. Pin Life is beautiful not because of the people are emotionally invested, they want to
contribute. Pin Most of us live our lives on purpose. Pin Self confidence is the ability to exercise restraint in the face of disrespect and still show respect in response. Pin Self confidence is the ability to exercise restraint in the face of disrespect and still show respect in response. Pin Self confidence is the ability to exercise restraint in the face of disrespect and still show respect in response. Pin Self confidence is the ability to exercise restraint in the face of disrespect and still show respect in response. Pin Self confidence is the ability to exercise restraint in the face of disrespect and still show respect in response. Pin Self confidence is the ability to exercise restraint in the face of disrespect and still show respect in response. Pin Self confidence is the ability to exercise restraint in the face of disrespect and still show respect in response. Pin Self confidence is the ability to exercise restraint in the face of disrespect and still show respect in response. Pin Self confidence is the ability to exercise restraint in the face of disrespect and still show respect and still show
degrade trust. Lets keep our phones away from meals & meetings. PinAs the Zen Buddhist saying goes, how you do everything is how you do everything is how you do everything that I didnt know something and asking for help was perhaps the single best lesson I ever learnt. PinRegardless of WHAT we do in our lives, our WHYour driving purpose, cause or
beliefnever changes. PinDont show up to improve. PinConfidence is believing in yourself. Arrogance is telling others your better than they are. Confidence inspires. Arrogance destroys. PinWhen you compete against everyone wants to help you. PinThee your better than they are.
value of networking is not measured by the number of people we meet but by the number of people we introduce to others. PinOne of the greatest things you will never get back. PinIt is better to disappoint people with the truth than to appears them with a lie. PinKnowledge is understanding based on
what has been studied and learned. Wisdom is understanding based on what has been felt and experienced. PinThe primary ingredient for progress is optimism. The unwavering belief that something can be better drives the human race forward. PinI find, when your an optimist, life has a funny way of looking after you. PinValue is not determined by
those who set the price. Value is determined by those who choose to pay it. PinThe only way to find out if it will work out is to do it. PinWhat good is an idea? Try. Experiment. Iterate. Fail. Try again. Change the world. Born on 9 October 1973 in Wimbledon, London, England, Simon Sinek is a leadership expert, motivational speaker,
and author. He studied law at City University in London but left to pursue studies in advertising. Sinek graduated from Brandeis University with a Bachelor of Arts in anthropology. Sineks first job was for Euro RSCG and Ogilvy & Mather, ad agencies located in New York City. He would later set up his own business called Sinek Partners. In October of
2009, Sinek published his first book entitled Start with Why. He gained much attention from his book and his TED Talk in the same year where he introduced the concept of why to much positive reception and success. This talk has become one of the most viewed Ted Talks of all time. With training in ethnography under his belt, Sinek can discover the
patterns in thinking, actions, and communications that successful leaders employ. In 2016, Sinek was interviewed to speak on the topic of millennials in the workplace. The interview gained over 80 million views in the first week alone. Sinek is currently an instructor at Columbia University, teaching strategic communications. He also holds the position
as an adjunct staff member to the think tank, RAND Corporation. Further Reading: Here are the best Simon Sinek quotes so you can find clarity in your purpose by disciplining yourself to be consistent in your actions. (MUST READ) PinStart with Why: How Great Leaders Inspire Everyone to Take ActionAlso read: PinJump to ratings and reviews Why do
you do what you do?Why are some people and organizations more innovative, more influential, and more profitable than others? Why do some command greater loyalty from customers and employees alike? Even among the successful, why are so few able to repeat their success over and over?People like Martin Luther King Jr., Steve Jobs, and the
Wright Brothers might have little in common, but they all started with why. It was their natural ability to start with why that enabled them to inspire those around them and to achieve remarkable things. In studying the leaders who've had the greatest influence in the world, Simon Sinek discovered that they all think, act, and communicate in the exact
same wayand it's the complete opposite of what everyone else does. Sinek calls this powerful idea The Golden Circle, and it provides a framework upon which organizations can be built, movements can be lead, and people can be inspired. And it all starts with WHY. Any organization can explain what it does; some can explain how they do it; but very
few can clearly articulate why. WHY does not money or profitthose are always results. WHY does your organization exist? WHY does it do the things it does? WHY do customers really buy from one company or another? WHY are people loyal to some leaders, but not others? Starting with WHY works in big business and small business, in the nonprofit
world and in politics. Those who start with WHY never manipulate, they inspire. And the people who follow because they have to; they follow because they want to. Drawing on a wide range of real-life stories, Sinek weaves together a clear vision of what it truly takes to lead and inspire. This book is for anyone who wants to inspire
others or who wants to find someone to inspire them. 28372 people are currently reading 456513 people want to readSimon Sinek is an optimist. He believes in a bright future and our ability to build it together. Described as a visionary thinker with a rare intellect, Sinek teaches leaders and organizations how to inspire people. With a bold goal to help
build a world in which the vast majority of people go home everyday feeling fulfilled by their work, Sinek is leading a movement to inspire people to do the things that inspire them. Sineks unconventional and innovative views on business and leadership have attracted international attention and have earned him invitations to meet with an array of
leaders and organizations, including: Microsoft, MARS, SAP, Intel, 3M, the United States Military, members of the United States Congress, multiple government agencies and entrepreneurs. Sinek has also had the honor of presenting his ideas to the Ambassadors of Bahrain and Iraq, at the United States Military, members of the United States Congress, multiple government agencies and entrepreneurs.
States Air Force. Sinek is an adjunct staff member of the RAND Corporation, one of the most highly regarded think tanks in the world. He is also active in the arts and not-for-profit world, working with Education for Employment Foundation to help create opportunities for young men and women in the Middle East region. When not in hotels, he lives
in New York, where he teaches graduate level strategic communications at Columbia University. Displaying 1 - 30 of 11,369 reviewsFebruary 14, 2024Great TED Talk, but not enough to carry a book. The author utters the same platitudes over and over. The main concept is that persuasive argument starts with connection, then emotions, then facts.
This goes back to Aristotle and is nothing new. The plus-value here would come from present real world illustrations, but this is where he trips himself up in self-contradictions. For example, Apple Inc. is great because they are so original, i.e. they don't just copy and refine, they truly "innovate." But Southwest Airlines totally copied and refined Pacific
Southwest Airlines (PSA) including the name, the concept, even the stewardesses in the go-go boots, and PSA the true innovator is long gone while Southwest thrives. So the details of the "why" become circular reasoning: if you are successful then you must have started with why, where "starting with why" means doing whatever it is that makes
organizations successful.P.S. See comment stream below for elaboration.March 26, 2020Me: Ill take Books That Should Have Been Long Articles Instead of Books for $500, please, Alex.Alex Trebek: This book takes hundreds of pages, including at least 4,398 references to how great Apple is, to make a fairly simple (albeit important) point, and was
likely written by someone from the Department. Me: What is Start With Why? The idea at the core of this bookthat successful companies can clearly articulate WHY they are in business (beyond making profit) rather than just being able to describe WHAT they do and HOW they do it is a compelling one. Its helped me think
about how my team operates in the context of our firm, and how our firm defines its own value proposition. But, I don't think I needed 250+ pages to get me to that point. 25 probably would have been sufficient. Contrary to popular belief, my time is valuable, people. Its not just going to waste itself, you know. July 6, 2021 Simon Sinek gave a really great
TED Talk that summarizes the argument of this book: when we get caught up in the details of HOW and WHAT we are working on, it is very easy to forget WHY we are doing it. For example, at the turn of the 20th century, the Wright brothers were trying to build something that would fly with no support and very little money of their own. Meanwhile,
Samuel Pierpont Langley was given full government subsidy to solve the problem of flight. But the Wright brothers were able to inspire those around them and truly lead their team to develop a technology that would change the world. Only the
Wright brothers started with Why.""Why" here means not the motivating factors, but the "passion" to succeed, directed at some measurable activity. As A. mentioned, this is an argument a serial killer would use to get the idea that he was doing the right thing by being the best serial killer he could be (and damn the world for doubting his passions!). It
not one I can either accept or deny at the moment. Is spreading justice a matter of salesmanship? As a teacher I respond immediately with "yes," but as a researcher and a devoted reader I remember, out at the edge of my mind, that there is something to life besides sales. There's something else, a need to connect with others, a drive to help, to add
to the world, that isn't covered here. The style of the book is short, blockish sentences. Clearly it is written so that even people with short attention spans will be engrossed. This works better in speech than in print. Overall, I'd say the TED talk is a far more successful product than the book. May 15, 2014I am only on page 90 and this book is driving
me nuts. I usually don't review a book or make a comment before I have finished reading it but I have to get this off of my chest so I can power through the rest. First of all, I agree 100% with Sinek in that a company has to have an established vision and mission in which the company culture hinges upon with a unified purpose. I believe that it is
important to hold yourself and your company to an ethical standard. However, beyond that I think Sinek was a little misguided in weaving together the fabric of his theory. First of all, his examples seemed a little far fetched, he mentions countless successful companies and individuals and says that they succeeded because of his theory without
presenting any substantial examples or evidence to make the connection between them and his theory. It's as if he said "These people were successful without getting started" - ok that isn't what Sinek says but the concept and theory of his book is so vague and loosely
tied together that it feels like a similar sentiment. Second of all, business is not emotional. Yes, if I worked at a children's hospital or if I managed an animal rescue it might be a different case, but in many professional settings our emotions have to
check your emotions when it came to working with others. Sinek mentions that you shouldn't work with people wo don't like and for many of us, the reality is that we will encounter people we don't like. We will encounter people who have different beliefs than us. That doesn't mean we can't work together and be successful and I would argue that the
ability to get along and work with others who have different cultural backgrounds and beliefs than you, is key to being successful and being a leader at work. Even his comments about moving to another city were driving me crazy. I moved from Des Moines, IA to California last year and I can tell you that people who live in different cities and states
are more alike than we think and I don't think it's simply because we're "American" and we fit into "American Culture" I feel that it's because most people are good, want to do good, and are good at heart. The people who are bad or don't have the best interest of others at heart are few and far between and I have learned that if you believe in the good
of others and make a conscious effort to be a positive person and a positive force, you can get along with almost anyone. It's not a "cultural" thing, it's a "respect" thing. We will see if I can power through the rest of this book ---- I'd probably have abandoned this one if I weren't reading it for a book club at my office.---- update -------Yup, couldn't do it.
Life is too short, abandoned this one. January 1, 2014DON'T WASTE TIME READING THIS. WATCH THE VIDEO ON YOUTUBE INSTEAD. I was lured by this book can be cut by 75% without losing its message. What's really annoying is the overuse
of Apple as a example. Like, really? There are other examples in the book, the massive use of Apple story is just irritating. Borrow the book and skim through it. But it is not worth buying. Watch the TED video for free instead. October 18, 2013One good point, offered with endless repetition, extreme oversimplification, and annoying inconsistencies, incomplete in the book and skim through it. But it is not worth buying. Watch the TED video for free instead. October 18, 2013One good point, offered with endless repetition, extreme oversimplification, and annoying inconsistencies, incomplete in the book and skim through it.
a bad writing style. December 30, 2022I will start asking myself WHY am I doing this now. Why did I do that? Why? Why? This book inspires me to think creatively by asking why. After we know why then we ask how and finally what. I rated it 3 stars because I found too much-repeated information in this book.
February 20, 2020i watched simon sineks tedtalk YEARS ago, and i liked it. its easy, simple, and provides food for thought. because it IS handy to remind people not to forget about their overarching goal while they get caught up with all the shit they need to get together to run a business, a household, or their own life. its clever
to START with a functional specification of what you want to achieve rather than cook up an exact product right off the bat.BUT his tedtalk makes for a poor, badly researched, and repetitive book. i am now also convinced that sineks head is very far up his own ass.if you are doubting whether to read this, just watch the tedtalk i linked above. it
literally covers this entire book in 18 min so it WILL save you time (and a great amount of stupidity, too). if you want to save time by not reading my review either because its LONG, you are also very much in the right because much of it is just me repeating Bad Book!! like a broken record anyhow, here we go area businessman says its not an opinion
its biology. no, really, the golden circles of (1) why, (2) how, and (3) what are legit because they are pure biology. you see, they correspond perfectly to these three circles of the brain mr. business man just drew -- the neocortex, the limbic system, and oh SHIT, thats only two!but, you know, thats why we humans respond so well to when businesses
market their stuff with the WHY. because it plays directly on our emotional, ancient limbic system. its instinctive, you see? we dont need no rationales for this. begone, neocortex.a note: nothing that sinek references is actual scientific research. its all just marketing afficionados happily throwing their theories out there (hi, malcolm gladwell) without a scientific research.
SHRED of evidence.local tedtalk guy has one (1) hypothesis and confirms it.thinking about WHY, having that higher goal, that purpose, that vision -- thats what fully attributes to businesses and peoples success. not time, resources, clever strategies or whatever the fuck. tedtalk guy WILL find example upon example upon example of a business or a
person that succeeded because of the wHY and the why ONLY. no other attributing factors. (and no, tedtalk guy has not heard of the concept of falsifying.) regional self-help-guru that martin luther king was very inspiring?
yes. but its very strange seeing mr. king named alongside apple, harley-davidson, and southwest airlines for being inspiring to a degree where it plays on your emotions, NOT your rational brain, and inspires loyalty through that. yes. i am VERY uncomfortable with putting martin luther king and his cause in a place where he just spoke to peoples
ancient emotional lizard brains and thus got the loyalty of the masses. as if they were his customers, motorcycles or civil rights.mr. visionary author often contradicts his own pop psych concepts by walking a very
fine line between making an argument for genuine, inspiring authenticity while also advising businesses to play according to the authenticity rules to gain revenue. This is mostly me being confused. he comes out and says that manipulation and inspiration are two sides of the same
coin, but that manipulation leads to eventual commercial ruin and inspiration will earn you the loyalty of your followers/customers (and thus more sweet, sweet dollars).so, you gotta play the inspiration game and appeal to an idea or concept (the WHY) in order to achieve that loyalty if you frame your usual sales pitches differently by focusing on the
WHY rather than the WHAT, youll be using Inspiration (which at this point i feel is an 8th level spell) to con those fuckers into following you! ha!but youre still genuine, remember. and authentic. cause youre INSPIRING, not MANIPULATING. meanwhile, me in the background: ??????anyway, i dont know if this is purely an issue with semantics and
me assigning different meanings to words than mr. author, but it happens A LOT.hell say peer pressure is a manipulation tactic, and then turn around and claim that selling an IDEA / WHY to people who identify ance to make it a part of their identity. like the whole hipster vibe for apple users; people who identify ance to make it a manipulation tactic, and then turn around and claim that selling an IDEA / WHY to people who identify ance to make it a manipulation tactic, and then turn around and claim that selling an IDEA / WHY to people who identify ance to make it a manipulation tactic, and then turn around and claim that selling an IDEA / WHY to people who identify ance to make it a manipulation tactic, and then turn around and claim that selling an IDEA / WHY to people who identify ance to make it a manipulation tactic, and then turn around and claim that selling an IDEA / WHY to people who identify ance to make it a manipulation tactic, and then turn around and claim that selling an IDEA / WHY to people who identify ance to make it a manipulation tactic, and then turn around and claim that selling an IDEA / WHY to people who identify ance to make it a manipulation tactic, and then turn around and claim that selling an IDEA / WHY to people who identify ance to make it a manipulation tactic and the make it a manipulation tactic and the make it and th
wish to belong to that lifestyle/subgroup will be more loyal to the apple products i sure as HELL will experience peer pressure of at least LOOKING into buying an apple product too when i feel a big desire to remain in the hipster group. SO WHAT ARE WE, a
manipulation tactic or an inspiration tactic?resident business advisor (i am running out of names) doesnt know shit about culture versus frances collectivist culture (really?? fRAnce?), he argues that we thrive in places that align with
our own wants and goals and needs to a point where it feels painfully like, dont let yourself in with Scary Stuff thats Different from you, AND he says that not all immigrants are productive members of american society; only if they have an enterprising sort of mindset, because if they have that enterprising mindset, theyll be drawn to the great u-s-of-
america, you see. and then they will thrive in this incredibly enterprising, WHY-focused country, where a 100% of the population is WHY-focused even though he just argued that theyre not ALL like this. welcome to the home of the brave, land of the free, in which mr. resident business advisor has his head so far up his own america-centric, my-
country-is-the-best-in-the-world ASS that i wonder how he was even able to pick up a pen to write this bullshit down.and oh yes, theres also a Success Story about an american kids wake up knowing they have opportunities in front of them, and the Ominous Middle-East had Problems With Terrorism because american kids wake up knowing they have opportunities in front of them, and the Ominous Middle-East had Problems With Terrorism because american kids wake up knowing they have opportunities in front of them, and the Ominous Middle-East had Problems With Terrorism because american kids wake up knowing they have opportunities in front of them, and the Ominous Middle-East had Problems With Terrorism because american kids wake up knowing they have opportunities in front of them.
middle-eastern kids wake up knowing they have no opportunities. i mean, why else would they turn to terrorism??simplifying to the max. its an art.entrepreneurial pop psych loving cryptid only talks about the most successful, top-level, innovative ceos. (which are consequently almost all rich white guys, except tokens martin luther king and general
lori robinson.) talking only about the Successful one percent doesnt have to be BAD, per se. but reading this book makes me feel as if all the regular employees of companies are a bunch of no-brain drones that can only thrive when their boss leader gives them an incentive, or goal to do so.like, of course -- people need time,
resources, support and trust to be able to work on inventing and innovating new things or concepts. so yes, they will be more efficient and productive if they have leaders who support or nurture that sort of thing.but there is no translation of the whole WHY concept for the regular person. theres no appreciation for people who are passionate about
what they do, bring a good idea to their management team, and get the support for it. theres no equality in working together as a collective, as a team -- ONLY if the leader of a company MAKES it so. the employees themselves have zero power in this entire narrative.he tries circumventing this later in the book by making the whole why+how+what
into somewhat of a personality type, by claiming that leaders are why-people and what-people behind them to make an idea work.and im sitting here like, hold the fuck up, i thought the golden circle was a way to frame and approach business, life, and concepts, but now youre telling me that the why-people are bad at the how
and the what, so we need what-people to consistently produce the ideas of the why-people without ever contributing ideas themselves??somehow, this is worse. redundant pop psych telling you youre not a leader but a hower or a whatter. whose fate is to mass produce like a drone for the rest of your life for a whyer. sinek literally says: most people in
this world are howers and will never change the world.sigh. i feel like im regressing with every sentence i write.also, i will never EVER feel bad for a group of millionaires literally sobbing because even though they rake in money with their successful companies, they lost their WHY in life. and therefore feel the need to cry, together, during a series of
business seminars. because it just HURTS so bad.im just -- im OUT, this is it.conclusion: Book Is Bad. and i need to stop it with the business self-help books.if you legitimately want to know more about consumer psychology and how decision-making ACTUALLY works, id advise you to pick up kahnemans Thinking, Fast and Slow. which is evidence-
based, clever, and still current in this day and age. 0.0 stars. December 31, 2018Have you ever noticed that books written for entrepreneurs or other tech-bros love to write about Shackleton? Am I the only one who thinks the dude put himself and his crew in a pickle and then gets lauded for getting them out of the self-imposed pickle? Anyway, they
also love to talk about the Wright brothers and Steve Jobs. The thing with these books is that they can't prove that these people succeeded because they had a WHY. In fact, I've seen those stories used to prove a whole bunch of different things. I mean Robert Greene uses each of those stories like 5 times in his Encyclopedias of Being an Asshole for
Techbros. There is a lot of luck involved and there are lots of other market factors and just plain numbers. So how do we know that Southwest succeeded because they lost their why? I mean, there are HBS studies on southwest and none of them mention the golden circle, but they do talk about stuff that
matters like competition, etc? As Karl Popper said-the scientific method requires that a hypothesis be disproved. This one cannot be. And so you're going to have a bunch of failed Shackleton and Jobs wannabes out there looking for their why and blaming their failure on not finding it as opposed to say, the coming tech bubble. June 27, 2012 Loy
Machedos Book Review Start With Why by Simon SinekTED Talks is an incredible platform for someone to either make it or break it. And in the case of Simon Sinek, the 5 Million plus views he received on his talk not only must have catapulted him to the Management Guru status, it also ensured his book became a New York Time Best Seller. But here
let me surprise you The book is Great and then the Author & Book Publisher Mess it up badly. Lets start with the fundamentals. What made Simon Sinek famous? It was his 20 minute TED Talks stage, you are not allowed to speak beyond your allotted time. Tony Robbins was the only exception
to this rule as he very intelligently saved the best story for the last and then got his extra few minutes of fame. So in the case of Simon, in those amazing 20 minutes, he not only impressed the audience with the simplicity and powerful message, he created a fan follower. The examples were of Apple, The Wright Brothers and Martin Luther King were
used.I became his instant fan after the video and that is why I was desperately waiting to get my hands on the book goes down the same path with a few more examples Sam Walton of Walmart, Herb Kellerman of SouthWest Airlines and Bill Gates of Microsoft. But this is where he goofs it up. He repeats the same examples and phrase
People dont buy what you do they buy why you do it so many times, you become sick of it. For instance, if he would pay you a dollar for every time he repeated that phrase, I think you could buy yourself 3 copies of the same book. I remembered the overly used example (I think it was a Chicken Soup for the Soul please correct me if you do find the right
reference) The example where a Priest roused the congregation to donate money for the new building. The author immediately took out a dollar from his pocket which was quite a lot for those days. And as he held on to that dollar waiting for the congregation to donate money for the new building. The author immediately took out a dollar from his pocket which was quite a lot for those days. And as he held on to that dollar waiting for the new building.
And he went on so long, that finally, when the collectors came, he had irritated the audience so much, the author in anger, took out money in. This is exactly the effect Simon Sinek had on me. He irritated the bananas out of my head. So overall, what would I say? Simons book is a Good book with a
Great Sugary Concept. However, too much of Sugar is bad for taste and health. So, if you can bear an overdose of sugar for once in your life, go ahead and buy this book. However, if you just want a gist of the book, watch his TED Talks video. Thats about it. Overall Rating 10 out of 10 if he didnt repeat himself so madly. 7 out of 10 because of his
continuous blabber, fluff and unwanted number of extra words.Loy Machedoloymachedo.comFebruary 15, 20244.75 GENRE - NON FICTION/SELF HELP. This is another book Suggested to me by my good ol friend Mr. Aditya Salvi, we were having a discussion about business & Aditya pointed out this book saying it's a great book to read for people
interested in Business to which one of my other friend replied "Start with Why" the title itself tells you what will be inside the book and actually i also had the Title is definitely deceiving. About the Book :- The author has given a
very in depth analysis & explanation about the driving forces of a successful business for instance Why = Belief/Vision/Purpose, How = Actions and What = Results of Actions. Now this ain't it!!!, there is much more than what I have tried to explain about this book and to know more please take the pain of reading it. Definitely a must read for all those
who are interested in working out their own business and even the others who are struggling with finding stability in their lives and things around them "Start with Why" definitely has a lot of Answers. Disclaimer - you will repeatedly find examples of "Martin Luther King" and "Apple" however I still loved the book. Thank you March 2, 2024Hold on a
minute...after significant contemplation, I'm going to have to knock a star off my rating for this one. Maybe two! Why's that you ask? Well let me explain. And that wasn't my attempt at starting with 'WHY.'You see, I'm a supervisor on a police team and I wanted to read something that might benefit my career for a change. Instead of nonstop fiction. So
I had a quick look on this very app and picked this one, wanting to see what all the fuss was about with these high reviews. Let's just say, it did not live up to the hype. After reading the first chapter, I got the Simon Sinek's message. To lead a team you've got to start with a vision, embody that vision, live that vision. This points those around you in the
right direction and inspires them to follow a cause. It's a great concept that's easy to understand. The problem is, that's pretty much all there is to it. The real life stories that Sinek employs to drive home his point start off fine. But he problem is, that's pretty much all there is to it. The real life stories that Sinek employs to drive home his point start off fine. But he problem is, that's pretty much all there is to it. The real life stories that Sinek employs to drive home his point start off fine. But he problem is, that's pretty much all there is to it. The real life stories that Sinek employs to drive home his point start off fine. But he problem is, that's pretty much all there is to it. The real life stories that Sinek employs to drive home his point start off fine. But he problem is, that's pretty much all there is to it. The real life stories that Sinek employs to drive home his point start off fine. But he problem is, that sinek employs to drive home his point start off fine. But he problem is, that sinek employs to drive home his point start off fine. But he problem is, that sinek employs to drive home his point start off fine. But he problem is, that sinek employs to drive home his point start off fine. But he problem is, that sinek employs to drive home his point start off fine. But he problem is a sinek employ is a sinek employ in the problem is a sinek employ in the proble
reading this book was like being stuck in a time warp similar to the movie Groundhog Day. It was a gruelling experience. You see, Sinek is in love with Apple and Bill Gates and uses them again as a shining example as they appear in pretty much every chapter. And their success was all down to these CEOs who made it clear why they were
doing it...and it wasn't to make massive amounts of cash, dominate a market and exploit people on mass. If you can be bothered to read Start With Why after reading this review you can find out for yourself. It's quite comical. I didn't really take much from this book, other than that main idea. To achieve anything you have to have vision. It's a good
idea, even if the examples used to demonstrate it weren't the best. But that's pretty much it! Sinek was intent on stretching this out as much as humanly possible. You could probably find one of those ten minute YouTube videos that explains it quickly without the hours of boredom spent reading this book. I really don't understand the rave reviews. The
concept to me seemed pretty obvious but apparently big corporations eat this up. And with the praise Sinek lavishes on them no wonder. Hand on heart, I cannot recommend this book. Give me The Seven Habits of Highly Effective People any day. And on that note, thanks for reading and...cheers! June 7, 2023I believe this is my second go-round with
this one. I believe I read it for work around 2010. Reading it this time around as a now small-town-business-owners-wife, it definitely hit different. I feel like this is a book that can adapt to your situation- if youre open to the concept. February 2, 2015Using selective facts or analogies to suit an assertion, gratuitous statements often contradicting other
assertions, and selective use of parts of a bigger story while conveniently overlooking others in the same context are among the reasons why I found this book to be of no value in leadership development. The author works backwards in that he has a belief in his view of what makes great leaders and selects biased or incomplete data or uses
unsubstantiated hyperbole to set about making the case for that view. It is easy and academically lazy to decide what you believe and then to set about finding examples of supporting evidence while simultaneously omitting examples of things from those same sources which would contradict the view you are attempting to convince the reader is
valuable. The only real benefit I can see to this book is seeing how using management speak and lazy manipulation of data can let one manager or business person sell to another. For the rest of us who are the actual customers of the companies the author uses as examples, this is at best detached and at worst condescending popular psychology
without the merit of peer review. Your money is better spent reading "You Are Not So Smart." Even the editing is poor. For example, the last time I checked, data was plural and the author refers often to "the data" as if it is singular. It is, start to finish, lazy hyperbole and more of the same fist bumping "you're number one baby" so called "leadership"
 slang that business people often spout to one another to convince themselves how masterful they are at understanding the customer and what it is they need to hear. This is almost surrealistic in its similarity to "The Emperor Has No Clothes." How can anyone buy in to this meaningless chatter? April 10, 2021I have watched and liked Simon Sineks
TED talk on the subject and also his talk on the millennial generation (available on youtube), both of which are excellent. This is a nice book the premise is vital and critical, and the coverage is unambiguous to reinforce the point. That said, the examples repeat and subsequent chapters after the initial ones incrementally introduce only little further
depth to the concept. Purpose is central, and a strong Why? statement when aligned to the companys What? and How? is a winning combination for successful companies start with Why which is authentic, permeates the company culture and is visible externally that is what customers really buy. The examples which are discussed in a
good amount of detail are Apple (finds the most coverage), Wright Brothers, Martin Luther King, Southwest Airlines. There are others such as Walmart, Microsoft & Starbucks which find briefer coverage as companies who lost their Whys and are in the process of rediscovering it. The examples are easy ones to relate to, and all of whom I respect very
much as well. The concept is powerful and important for companies to inculcate. The examples are repetitive though and at times simplistic. The loyalty which Apple inspires is certainly phenomenal (I am an Apple fan too!) and yet the book does not fully explore how customers evaluate value. There is also an inherent confirmation bias in seeking out
a few successes and narrowing down to Why statements as the predominant reason in their success there are a number of factors which need to come together. Also, if you can recall or pull up the discussions which were prevalent in the early mid 90s on the technology industry, there was concern even then on companies using brute force tactics to
crush competition. The marketplace is far more complex than what the book makes it out to be. A book which should have been a lot crisper, but the matter is certainly important. March 19, 2013I hated this book could have said everything in 20
pages but instead dragged it out to 200. the examples (in my opinion the only part of the book actually worth reading) are too far and between to make up for the fact that the book is just annoying and repetitive. WHAT WHY HOW, these 3 words were capitalized almost every time they were used and placed in every non example part of the book. This
book just made me mad and I am glad to be done with itJanuary 28, 2024As with many pieces of self-help literature, Simon Sinek's Start With Why is a collection of uplifting anecdotes, hokey stories, and pseudo-intellectual ramblings that attempt to inspire the reader but ultimately offers little real insight. It reads like something penned by an inmate
running the asylum trying to define their own reality through some form of delusional thinking. Take the modern workplace, for example. All too often it feels like inmates are running the asylums. Companies prioritize revenues over employee well-being, leading to long hours and low pay. Those who don't suffer from burnout usually find themselves
stuck in what author David Graeber calls "Bullshit Jobs". These are jobs that offer little value to society but still require workers to show up for eight hours every day at their employer's behest. The modern workplace also tends to reward busyness rather than productivity; rather than getting meaningful work done during their workday, employees
feel obligated to fill their time with pointless tasks just so they can boast about how busy they are on social media or in the office breakroom. This results in a culture of superficiality where having an enemy and a jam-packed calendar is considered a badge of honor instead of something that should cause concern. Start-ups aren't much better either.
They may offer perks like ping-pong tables, free food and hammocks, but these paltry bonuses do nothing when compared to the basic security of salary and benefits that a more established firm might provide. And when things go south--which they often do--the employees always suffer while those at the top look down on them with smug satisfaction
as if it were all part of some game they were playing with each other..It's clear then that simply starting with why won't solve our problems; only real solutions will do that--solutions like increased job protections for workers, better pay for all employees regardless of seniority or position, fairer taxation policies for businesses large and small alike and sma
     ernment requiations which encourage responsible dusiness practices instead of encouraging reckless growth at any cost. Until we start taking these steps towards real change , Simon Sinek's words will remain nothing more than empty platitudes meant to inspire but ultimately impossible to implement in practice. September 11, 2018. 2009 3:
[][].6[][].==()=[]"": April 8, 2013Simon Sinek describes in his book "Start with Why: How Great Leaders Inspire Everyone to Take Action" how leaders and companies should work as a series of circles, i.e. "The Golden Circle" - the why, how, and what. This idea explains why organizations and leaders inspire the others. Everybody knows
what they do, some know how they do it, very few people know why they do what they do. The way we communicate, think and act is very easy: we go from the clear things, helps entrepreneurs take better decisions, as well as
individuals in the every day life. All in all, the most important fact Simon Sinek is trying to point out is that the way something is communicated must be believed in, explained, and people accept it for themselves, because THEY believe in it. It is a very inspiring, enlightening and insightful book that I would recommend to anyone! April 13, 2019If you
work in the corporate sector, it is almost inevitable that you will be invited to a corporate re-branding meeting. At first this sounds like fun, creative; you think it may do with the logo, or maybe color schemes. You are surprised, though, when you go to the first meeting and encounter a team hired to do more than a logo, but to define the company's
purpose. There are a series of meetings, in which the rebranding team tells you what you should value, interviews your customers to show you they are right, then they go away, and come back with their handiwork. New logo, new tagline, and...viola, new purpose. If this sounds familiar, you may have also had a feeling something is amiss: who are
these people to say what one should value? Why is it that the head of marketing, your internal creative person, has decided his functional duty is to hire some team to be creative for him? Why do they always have a CEO who likes to talk like he's saying something profound all the time, like he's watched too many Matthew Mcconaughey car adverts
and taken them as an ethos? And, most importantly, why do they like to say phrases like 'fun fact..", and then what I want to do (I am a user experience designer, after all, we also have seemingly lofty goals), but rather I am disparaging
particular approach of an industry. Because often the distillation of these experiences is not a cooperative exploration of meaning-making, one in which organisations and marketers define purpose, but rather it produces statements like "be more authentic." As this book points out, you can't become authentic by hiring a marketing firm to tell you to be
so. This approach can't be blamed; as Sinek points out, defining real purpose asks a lot, emotionally; in fact, Sinek points out there are few people into the dreamers and the doers, who form a sort of symbiotic relationship), and few organisations that can do it. Most
often, businesses become about discounts, promotions, what Sinek calls 'manipulations', and, as he points out, this never lasts, as it never results in true customer loyalty but rather providing a customer convenience, one they will replace if something ever becomes more convenient. The reward for finding the why of your organisation is that people
will pay more for the services; elements like loyalty, personal connection and perceived alignment with an individuals lifestyle can make a brand become iconic and sought after even if it costs more than competitors. Phrases like "solving the world last planning puzzles" or "the 3d experience company" are examples (being a bit biased with those),
which define why not what. They communicate values. What's great about this book is that it provides a path at the individual and corporate level for growth; it starts with defining personal and corporate values, and then finding branches or new industries that are related to those values. It's important because this is one of the hardest things we do
in our professional lives: how should we focus on personal growth (individual level), and what new product should our company take on (corporate). But those are action; and finding your why is the first step to finding happiness. That may sound like
hyperbole, but there are corollaries in all aspects of life that are about finding our 'why': philosophy, religion, reading, even playing sport, all these can be about pushing boundaries, and getting into the sense of who you are; they aren't necessarily rational activities in that they don't provide an immediate value, yet we do them by instinct, at least
those of us who are interested in personal growth. It is so refreshing to read these things in a management book, as well to read advice like, focus on being your own competition, take on clients who you know value what you do (and don't take on ones that will
change the world. For those who feel like they are here to 'put a dent in the universe', this book is for you, and this book is for you, and this book will re-affirm that commitment. If that resonates with you, as it does with me, read this book. A+April 20, 2018Reviewing a book before completing it isn't a great idea
usually, but I completed only 30% of the book and it's just too much fluff. The idea is simple but explanations are redundant. Simon's Ted Talk was great but I don't think it's enough content for a book. He doesn't support his theories with enough evidence. Sometimes, I could think of the counter examples very easily. That made me doubt the author's
credibility. And the concept of Golden Ratio that he introduced to give legitimacy to his concept of Golden Rule is outright stupid. Not worth a read. Just see his Ted Talk, it's great. February 24, 2017I'm approximately the ninemlionth person to review at all? I'm glad
you asked. I'm writing this because the central message of the book is (in my humble opinion), spot the fuck on. The core message of the book is essentially: if you want to create extraordinary works, focus on the deal not the thing. So what's the deal with the thing and the deal? I'm glad you asked. The thing is what ever you're making (and selling). The
deal is the real reason why you're making things in the first place. If you're an artist, let's say a painter, the product i.e. the actual finished painting, and the rich, meaningful journey of self discovery and mastery that you undertake in order to creat these
extraordinary things is the deal. If you're a painter and you can give your patrons a little window into the magical world that you enter when you paint, if you can allow them to go there with you, then you're selling them your deal. And that is something that is actually priceless. It took you 20 years and over 10 thousand hours to get there. Giving
someone (like an accountant) a portal to enter into that world is literally a deal at any price. When you segin the entrepreneurial process focused on "what" you will offer, you are making and selling things. And according to Sinek, "people don't buy things". When you focus begins and remains on "why" you're creating the things you offer, your selling
the deal. And according to Sinek, deep deep down, people buy the deal. That's what people buy. His go to example is Apple computer. Steve Jobs set out to change the world by creating beautiful, simple, functional, easy to use technology. That was his deal. That's what people are buying when the lay out way too much cash for a super skinny laptop or
more recently, a fuckin digital watch. In reality, The real deal Steve Jobs was creating was a "simple, beautiful, creative and inspiring user experience". The real thing that set Steve Jobs apart was that he took the time to get into our heads. He wanted the experience of using Apple to be wonderful. Unlike the autistic creators of Windows, who expect,
nay demand that we conform our creative processes to their virtual Procrustean Bed. Steve Jobs asked "what is the most creative environment that I can create and share with people, so that they can create and share with people, so that they can create and share with people, so that they can create and share with people, so that they can create and share with people, so that they can create and share with people, so that they can create and share with people, so that they can create and share with people w
us and that was his deal. i.e. we were his deal. i.e. we were his deal. I'm a psychotherapist. In my world I refer to starting with why as "values clarification" and "values clarifica
connection. Valued Action means simply taking steps in the direction of your values are the deal. Your values are the deal. Your values are the deal. Your values are the direction of a richer, more meaningful life. Goals are things. Values are the thing behind 
are the things you do, not the reasons that you do them. Doing your laundry is the thing not the deal. The values behind doing your laundry are perhaps; self-care and pro-social self presentation are (ostensibly) why we do the
laundry. Self-care and pro-social self presentation are the values behind the goal of doing the laundry and be done with that? Again I'm glad you asked. Because goals (i.e. doing laundry) are like, you do them and you're
done. They are accomplishable, but they aren't generative. Values (your why) are generative, meaning they continue to guide you on your path. After your done with the laundry, there are infinite other ways to pursue self-care and pro-social self presentation. For instance, I don't know, you could like go on a hike with a friend or something. By
focusing on your deal of self-care and pro-social presentation, and expressing that value by doing your laundry, you made it possible to further pursue your deal by spending quality time with a friend, or who knows, maybe even helping out a hobo while you're at it. Starting with why is a process that begins with deep, personal exploration, leads to
authentic personal growth along the way, and in the end, is all about being of service to others. When people buy why instead of things they are really buying a sense of belonging and connection with shared set of values. And as Steven Covey (the other rad Steve) famously said. That's a win-win. And it has to be a win-win or no deal!July 14, 2020, 15
 , TED talk: ... , 10 5 . . Sinek (, ), - . - Apple. , - 2222 , , . - TED . December 1, 2014Start with Why is one of my all time favorite Ted Talks. This book is a longer version of the same concept. For the first few chapters, I did not feel that I was really getting any new information. However, the latter portion of the book went in to more specific examples of
how great leaders have changed the face of their companies by focusing on Why. July 25, 20214.0 Stars Explaining the proverbial Why is something Im an avid believer in. This is top-of-his-game Simon Sinek here and it is a genuine must-have for anyone whom leads people and or teams in business or even social or sporting climates.
The Why showcased here, is absolutely infinite in its application making it application making it down until its clear & paramount for the reader to discover the how A smart, valid & conscionable build up
that pulls the reader unrelentingly through to the meat & potatoes of the boom. Sineks tangible applications & elegant prove thought provoking and genuinely productive cogitating of ones actions as a Leader, but doesn't shove things down the readers throat. He rather lays out the foundations and the potential results and outcomes
via ROI that can be measured and applicable whenever called upon. Such value and viable strategic tools on hand here that are more relevant each passing moment. Simon Sinek is an extremely talented & has a knack for helping others find their inner-best-leader with almost intimidating regularity. This is fact as a opposed to being my opinion.
However, it is my opinion of him to say that I believe he has recently now become almost a caricature of his most renowned self. By this, I mean that he can At times Come across as though hes constantly talking to the large crowd at a packed auditorium, irrespective of the situation It paints a portrait of him that I experience in violently-jarring way,
such is the propensity for grandiose diatribes full of platitudes, greeting-card-tag-lines & reverberated star-sign psychology! As opposed to being the disparate, striking, motivational & learned logician that we saw in years gone-bye. Irrespective of the above personal notion, Simon Sinek in Literature at least for now remains a quintessential voice for
those searching for inspiration, structure or guidance in the form of leadership, self-discovery, or just to up-skill their production as pertaining to their career.economics-physics-the-world knowledge-is-power non-fiction February 5, 2015This is one of the best books I read in my list. Simon Sinek, the author of the book, narrated very
clear how great leaders started with WHY and inspired people. The best part of this book is 'The Golden Circle', which has three layers of WHY at the core, followed by 'WHAT', and which is very much similar to the biological arrangement of human brain of limbic and neocortex. If we have the clarity of WHY we do, know the HOW
we can do and maintain consistency of that WHAT we do, that's enough to be successful in any work we do. Examples of great companies, like Apple, SouthWest Airlines, Walmart, Harley Davidson, Microsoft, and people like Wright brothers, Dr.Martin Luther King inspires the way they changed the world. They succeeded because they were crystal
clear of WHY they do things and people who know HOW to do had followed them. I agree with the author's point of Manipulations and energy will bring the customers but that will no longer work. Instead, Inspirations and energy will bring the customers but that will no longer work. Instead, Inspirations and energy will bring the customers but that will no longer work. Instead, Inspirations and Charisma will have longer impact, when people believes what we believe they will be with us for long time. Finally, I learnt, before
start doing anything, just to think WHY to do that, then HOW and then WHAT.!!!June 2, 2020Repetitio est mater studiorum, says the latin proverb. Or in Simon Sineks case mother of boredom. This was book clubs choice and I really tryed to focus and get the point, but unfortunately it all skipped by me. Maybe Im just too old for these kind of inspiring
mind blowing wisdom spreading books. Maybe every time I read a sentence Steve Jobs was a man with big mojo, and belive me, there are too many in this books. They are merely extended version of his speeches. Displaying 1 - 30 of
11,369 reviewsGet help and learn more about the design. Start with Why Quotes Showing 1-30 of 613 There are only two ways to influence human behavior: you can manipulate it or you can manipulate it or you can inspire it. Very few people or companies can clearly articulate WHY they do WHAT they do. By WHY I mean your purpose, cause or belief - WHY does your
company exist? WHY do you get out of bed every morning? And WHY should anyone care? People dont buy WHAT you do it. We are drawn to leaders and organizations that are good at communicating what they believe. Their ability to make us feel like we belong, to make us feel special, safe and not alone is part of what gives
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them the ability to inspire us. For values or guiding principles to be truly effective they have to be verbs. Its not innovation, its look at the problem from a different angle. Articulating our values as verbs gives us a clear idea - we have a clear idea of how to act in any situation. Happy employees ensure happy customers. And happy customers ensure happy shareholders that order. Leading is not the same as being the leader. Being the leader means you hold the highest rank, either by earning it, good fortune or navigating internal politics. Leading, however, means that others willingly follow younot because they have to, not because they are paid to, but because they want to. You dont hire for skills, you hire for attitude. You can always teach skills. Great companies dont hire skilled people and inspire them. People are either motivated or they are not. Unless you give motivated people something to believe in, something bigger than their job to work toward, they will motivate themselves to find a new job and youll be stuck with whoevers left. Trust is maintained when values and beliefs are actively managed. If companies do not actively more keep

their WHY clear year after year. Simon Sinek, Start with Why: How Great Leaders Inspire Everyone to Take Action Charisma has nothing to do with energy; it comes from a good nights sleep or lots of caffeine. Energy can excite. But only charisma can inspire. Charisma commands loyalty. Energy does not. Simon Sinek, Start with Why: How Great Leaders Inspire Everyone to Take Action Great companies dont hire skilled people and motivated people and inspire them. People are either motivated or they are not. Unless you give motivated people something to believe in, something bigger than their job to work toward, they will motivate themselves to find a new job and youll be stuck with whoevers left. Simon Sinek, Start with Why: How Great Leaders Inspire Everyone to Take Action Put bluntly, the struggle that so many companies have to differentiate or communicate their true value to the outside world is not a business problem. And just like a person struggling to put her emotions into words, we rely on metaphors, imagery and analogies in an attempt to communicate how we feel. Absent the properly, that's what marketing, branding and properly, that's what marketing, branding and services become; a way for organizations to communicate clearly and you shall be understood. Simon Sinek, Start with Why: How Great Leaders Inspire Everyone to Take Action All organizations start with WHY, but only the great ones keep their WHY clear year after year. Those who forget WHY they were founded show up to the race every day to outdo someone else instead of to outdo themselves. The pursuit, for those who lose sight of WHY they are running the race, is for the medal or to beat someone else. Simon Sinek, Start with Why: How Great Leaders Inspire Everyone to Take Action

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